

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of:	§	Filed: August 2, 2001
Gregory M. Plow et al.	§	
	§	Group Art Unit: 3688
Serial No.: 09/922,182	§	
	§	Examiner: Min Shin
Confirmation No.: 7553	§	

For: SYSTEM, METHOD AND COMPUTER PROGRAM PRODUCT FOR  
STORING INTERNET ADVERTISEMENTS AT A USER COMPUTER

MAIL STOP AMENDMENT  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

CERTIFICATE OF MAILING OR TRANSMISSION	
I hereby certify that this correspondence is being deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Mail Stop Amendment, Commissioner for Patents, P. O. Box 1450, Alexandria, VA 22313-1450, or facsimile transmitted to the U.S. Patent and Trademark Office to fax number 571-273-8300 to the attention of Examiner Min Shin, or electronically transmitted via EFS-Web, on the date shown below:	
<u>February 17, 2010</u> Date	<u>/Tammi Thomas/</u> Tammi Thomas

**RESPONSE TO OFFICE ACTION DATED NOVEMBER 17, 2009**

Dear Sir:

In response to the Office Action dated November 17, 2009, having a shortened statutory period for response set to expire on February 17, 2010, please enter this response and reconsider the claims pending in the application for reasons discussed below. While no fees are believed due, the Commissioner is hereby authorized to charge counsel's Deposit Account No. 09-0460 / STL920000035US1 for any fees, including extension of time fees or excess claim fees, required to make this response timely and acceptable to the Office.

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper. Remarks/Arguments begin on page 6 of this paper.